

Message Text

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FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 7758

UNCLAS CAIRO 11267

EO 11652: NA

TAGS: BPRO, EG

SUBJECT: COMMERCIAL INQUIRY

REF: STATE 244001

1. FINISHED PRODUCT IMPORTS OF (A) LAUNDRY AND HOUSEHOLD DETERGENTS, (B) BAR SOAP, AND (C) COSMETICS ARE NEGLIGIBLE. IMPORTED PRODUCTS IN THESE CATEGORIES, PARTICULARLY COSMETICS, ARE AVAILABLE IN LOCAL MARKET, BUT THEY HAVE NOT BEEN IMPORTED THROUGH COMMERCIAL IMPORT PROGRAMS AND, HENCE, DO NOT APPEAR IN GOVERNMENT STATISTICS. (NEW REGULATIONS PERMIT CERTAIN IMPORTS OF COSMETICS.)

2. LOCAL PLANTS SUPPLY MAJORITY OF REQUIREMENTS OF EGYPTIAN MARKET. PERIODIC SHORTAGES OCCUR, BUT SUCH SHORTAGES ARE GENERALLY BLAMED ON LACK OF RAW MATERIALS DUE TO FOREIGN EXCHANGE SHORTAGES. IN 1974, LOCAL PRODUCTION WAS 180,000 TONS OF BAR SOAP (LAUNDRY) AND 20,000 TONS OF BEAUTY SOAP.

3. BECAUSE OF ALREADY SUBSTANTIAL PRODUCTION FOR LOCAL MARKET, VIABILITY OF TYPE OF JOINT VENTURE BEING DISCUSSED BY ARCO WOULD DEPEND PRIMARILY UPON ABILITY TO COMPETITIVELY EXPORT PRODUCTS FROM EGYPT TO NEARBY ARAB STATES.

4. EGYPTIAN FIRMS WHICH COULD ASSIST ARCO WITH MARKET STUDIES ARE:

REHABCO

33, ABDEL KHALEK SARWAT ST., CAIRO

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ATTN: MR. HANY EL SHARKAWY, MANAGER

ARAC "ARAB RESEARCH AND ADMINISTRATION CENTER"

1119, CORNICHE EL NIL ST., CAIRO

ATTN: MR. HASSAN GAD, DIRECTOR GENERAL

5. EGYPTIAN EXPORT REGULATIONS DO NOT PROHIBIT FINISHED PRODUCT EXPORTS TO NEIGHBORING COUNTRIES NOR IS THERE AN EXPORT TARIFF. WE DO NOT HAVE TARIFF SCHEDULES FOR NEIGHBORING STATES, BUT DO NOT BELIEVE THAT OTHER PRINCIPAL ARAB MARKETS ARE GIVING TARIFF PROTECTION TO SOAP AND DETERGENT INDUSTRIES.

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